

Message Text

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TAGS: BEXP, AR

SUBJECT: CGE TRADE MISSION TO THE US

1. CGE (CONFEDERACION GENERAL ECONOMICA) OFFICIALS HAVE ADVISED EMBASSY OF THEIR PLAN TO ORGANIZE A 30 TO 50 FIRM TRADE MISSION TO THE NEW YORK AREA, ARRIVING NEW YORK 13 JAN 75. THE MISSION WOULD RETURN FROM THE US ON 19 JAN. CGE IS LARGEST AND, AT PRESENT, MOST INFLUENTIAL ARGENTINE BUSINESS ASSOCIATION.

2. PLANS FOR THE MISSION HAVE NOT YET BEEN FINALIZED; IN FACT, THE CGE IS JUST BEGINNING TO PULL THE GROUP TOGETHER. NEVERTHELESS, CGE IS TENTATIVELY PLANNING FOR ARGENTINE FIRMS REPRESENTING THE FOLLOWING LINES TO TAKE PART: HOME APPLIANCES, HAND TOOLS, WOOL APPAREL, CANNED AND PROCESSED MEAT, LEATHER GOODS, WINE, CANNED FRUIT, FURNITURE, ONYX HANDICRAFT, AND OTHER HANDICRAFTS. WITHIN THE NEXT TWO WEEKS, EMBASSY HOPES TO BE ABLE TO SUBMIT A COMPLETE LISTING OF PRODUCT CATEGORIES WHICH THE CGE ANALYSIS HAVE SELECTED AS HOLDING PROMISE FOR SALES IN THE US. AT THAT TIME THE EMBASSY WOULD VERY MUCH APPRECIATE IT IF USDOC COULD ANALYSE THE LIST AND COMMENT ON IT, INDICATING THOSE PRODUCT CATEGORIES FOR WHICH IT FEELS SALES POSSIBILITIES ARE GOOD AND THOSE FOR WHICH THEY ARE POOR. AT THAT POINT, CGE WILL DRAW UP THE DEFINITIVE LIST OF PARTICIPANTS AND FINALIZE ARRANGEMENTS FOR THE MISSION.

3. ARGENTINE BUSINESSMEN WILL BE INTERESTED PRIMARILY IN SELLING. NEVERTHELESS, IT IS THE CGE'S POSITION THAT THE MISSION IS INTENDED TO PROMOTE TWO-WAY TRADE, SO THAT INTERESTED EXPORTERS IN THE NEW YORK AREA MAY CONTACT THE MISSION. IN THIS CONNECTION, UNCLASSIFIED

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THE CGE HAS EXPRESSED AN INTEREST IN BEING ADVISED OF ANY US

EXPOS WHICH ARE BEING HELD IN THE NEW YORK AREA DURING THE TRADE MISSION'S VISIT. (WOULD APPRECIATE ADVICE ON THIS ASAP).

4. THE ARGENTINE EMBASSY IN WASHINGTON AND THE CONSULATE IN NEW YORK ARE REPORTEDLY AWARE OF THE PLANS FOR THE MISSION, AND WILL PLAY A SUPPORTING ROLE. WE EXPECT THAT AMBASSADOR ORFILA WILL BE WORKING HARD TO ENSURE A SUCCESSFUL VISIT. OTHER TRADE MISSIONS OF THIS TYPE HELD IN THE PAST YEAR TO THE USSR, CUBA, POLAND, CZECHOSLOVAKIA AND HUNGARY, ORGANIZED AND ACCOMPANIED BY FORMER ECONOMY MINISTER JOSE GELBARD AND OTHER SENIOR OFFICIALS, HAVE ALL GIVEN THE APPEARANCE OF BEING VERY SUCCESSFUL BECAUSE OF RED CARPET TREATMENT GIVEN TO VISITING ARGENTINES, WHO IN MOST CASES WERE RECEIVED BY CHIEF OF STATE AND LAVISHLY ENTERTAINED. THE EASTERN EUROPEAN VISITS BY CGE/GOA MISSIONS HAVE APPARENTLY RESULTED IN INCREASED TRADE WITH THAT AREA. FYI: FURTHERMORE WE HAVE NOTED AN UNFORTUNATE TENDENCY BY THE GOA TO CONTRACT DIRECTLY WITH EE GOVERNMENTS ON IMPORTANT PROJECTS OR TO GIVE THEM IMPLICIT PREFERENTIAL TREATMENT. A SUCCESSFUL CGE VISIT TO THE US WOULD, WE BELIEVE, HELP COUNTERACT THIS AND WOULD PROMOTE A CONTINUED IMPROVEMENT IN GENERAL US-ARGENTINE RELATIONS. END FYI. BEYOND THIS CONSIDERATION, IT IS PARTICULARLY DESIREABLE THAT THE US APPEAR AS COOPERATIVE AS POSSIBLE IN ASSISTING ARGENTINE EXPORTERS EXPAND THEIR MARKET IN THE US, GIVEN THE IMPORTANCE THE ARGENTINES ATTACH TO ADDRESSING THE IMBALANCE IN OUR BILATERAL TRADE.

5. THUS EMBASSY BELIEVES MISSION IS DESERVING OF SPECIAL TREATMENT BY USG AND NYC OFFICIALS. EMBASSY WOULD HOPE THAT STATE, USDOC, AND DISTRICT OFFICE IN NYC COULD ALSO RENDER ASSISTANCE IF CALLED UPON. IT WOULD SEEM LOGICAL THAT A NEW YORK BUSINESS ASSOCIATION, SHOULD RECEIVE THE MISSION AND HOST A FUNCTION FOR THEM. IT WOULD BE MOST HELPFUL IF THE MAYOR COULD RECEIVE THE GROUP AT SOME POINT. RECOMMEND PRELIMINARY CONTACTS WITH NYC CHAMBERS AND NYC GOVERNMENT BE INITIATED ASAP.

6. EMBASSY HAS SUGGESTED NEW ORLEANS AS POSSIBLE ADDITIONAL STOPOVER FOR THE MISSION, BUT HAS NOT YET HAD ANY REACTION TO THIS SUGGESTION FROM CGE.

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7. FYI: IT APPEARS AT PRESENT POSSIBLE THAT MINISTER OF ECONOMY DR ALFREDO GOMEZ MORALES, AND OTHER HIGH LEVEL OFFICIALS FROM THE ECONOMY MINISTRY, WILL ACCOMPANY THE MISSION FOR THE FIRST DAY OR TWO OF ITS TOUR. IN ANY CASE, GOMEZ MORALES IS LIKELY TO TRAVEL TO WASHINGTON TO ATTEND IMF GROUP OF TWENTY MEETING JAN 13-19. WE WILL ADVISE SHOULD HE DECIDE TO "JOIN" THE GROUP.
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